



**WSOC-TV**

WSOC-TV  
1901 North Tryon Street  
Charlotte, NC 28206-2700

Shorr & Associates  
1831 Chestnut Street  
Philadelphia, PA 19103

**Contract # 331233**

**Schedule Dates**

**Advertiser**

**Agency**

**Product**

**Brand**

**Salesperson**

**Sales Office**

**Buyer Name**

**Phone/Fax**

**CPE**

**Account Types**

**Billing Type**

**Comments**

**Order Type**

**Package Deal**

**Commission %**

**Commission**

**Net Total**

**Sales Tax**

**Comments**

10/09/12-10/15/12  
Pol/Iss/NC Citizens 4 Progress (16868)  
Shorr & Associates (2909)  
Political - Issue (1068)  
NC CITIZENS PROGRESS (136194)  
Telerep/Philadelphia, Philadelphia (1057)  
Telerep/Philadelphia  
D'ETTORRE, MICHAEL  
/ N/A  
National/Political  
Standard  
NC CITIZENS PROGRESS  
\*\*\*\*\* THIS IS A CASH IN ADVANCE SCHEDULE \*\*\*\*\* NC CITIZENS FOR PROGRESS

09/12/12  
10/05/12  
Jill Hipskind  
No  
06313244  
Normal  
15.00  
\$8,925.00  
\$50,575.00

**Charlotte (WSOC)**  
By Broadcast Month  
Oct. 2012  
Grand Total:  
Spots 38  
Rate \$59,500.00  
\$59,500.00

Line	Line Type / Break Type (Ref #)	Dates	Sec	Length	Run Times	SPW	Mo	Tu	We	Th	Fr	Sa	Su	Spots	Rate	Total	Station	Comments	Entered
1.0	Revised Line / Spot	10/23/12-10/26/12	2	:30	5:30A- 6A (EST)			1	1	1	1			4	\$800.00	\$3,200.00	Charlotte (WSOC)	1X MAX/DAY	9/12/12
1.1	Normal Line / Spot	10/09/12-10/12/12	2	:30	5:30A- 6A (EST)			1	1	1	1			4	\$800.00	\$3,200.00	Charlotte (WSOC)	1X MAX/DAY	10/5/12
2.0	Revised Line / Spot	10/29/12-10/29/12	2	:30	5:30A- 6A (EST)		1							1	\$800.00	\$800.00	Charlotte (WSOC)	1X MAX/DAY	9/12/12
2.1	Normal Line / Spot	10/15/12-10/15/12	2	:30	5:30A- 6A (EST)		1							1	\$800.00	\$800.00	Charlotte (WSOC)	1X MAX/DAY	10/5/12
3.0	Revised Line / Spot	10/23/12-10/26/12	2	:30	7A- 8A (EST)			1	1	1	1			4	\$2,000.00	\$8,000.00	Charlotte (WSOC)	1X MAX/DAY	9/12/12
3.1	Normal Line / Spot	10/09/12-10/12/12	2	:30	7A- 8A (EST)			1	1	1	1			4	\$2,000.00	\$8,000.00	Charlotte (WSOC)	1X MAX/DAY	10/5/12
4.0	Revised Line / Spot	10/29/12-10/29/12	2	:30	7A- 8A (EST)		1							1	\$2,000.00	\$2,000.00	Charlotte (WSOC)	1X MAX/DAY	9/12/12
4.1	Normal Line / Spot	10/15/12-10/15/12	2	:30	7A- 8A (EST)		1							1	\$2,000.00	\$2,000.00	Charlotte (WSOC)	1X MAX/DAY	10/5/12
5.0	Revised Line / Spot	10/23/12-10/23/12	2	:30	8A- 9A (EST)			1						1	\$2,000.00	\$2,000.00	Charlotte (WSOC)	1X MAX/DAY	9/12/12
5.1	Normal Line / Spot	10/09/12-10/09/12	2	:30	8A- 9A (EST)			1						1	\$2,000.00	\$2,000.00	Charlotte (WSOC)	1X MAX/DAY	10/5/12
6.0	Revised Line / Spot	10/29/12-10/29/12	2	:30	8A- 9A (EST)		1							1	\$2,000.00	\$2,000.00	Charlotte (WSOC)	1X MAX/DAY	9/12/12
6.1	Normal Line / Spot	10/15/12-10/15/12	2	:30	8A- 9A (EST)		1							1	\$2,000.00	\$2,000.00	Charlotte (WSOC)	1X MAX/DAY	10/5/12
7.0	Revised Line / Spot	10/23/12-10/26/12	2	:30	12P- 1P (EST)			1	1	1	1			4	\$800.00	\$3,200.00	Charlotte (WSOC)	1X MAX/DAY	9/12/12
7.1	Normal Line / Spot	10/09/12-10/12/12	2	:30	12P- 1P (EST)			1	1	1	1			4	\$800.00	\$3,200.00	Charlotte (WSOC)	1X MAX/DAY	10/5/12

## CONFIRMATION CONTRACT

Accepted-Agency/Advertiser:

Date:

Accepted-Station:

Date:

Comments:

WSOC-TV does not accept advertising contracts that impermissibly discriminate on the basis of race or ethnicity. This non-discrimination provision is a condition of each advertising contract with this station whether verbal or written.



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Philadelphia, PA 19103

## Contract # 331233

### Schedule Dates

10/09/12-10/15/12

### Advertiser

Pol/Iss/NC Citizens 4 Progress (16868)

### Agency

Shorr & Associates (2909)

### Product

Political - Issue (1068)

### Brand

NC CITIZENS PROGRESS (136194)

### Salesperson

Telerep/Philadelphia, Philadelphia (1057)

### Sales Office

Telerep/Philadelphia

### Buyer Name

D'ETTORRE, MICHAEL

### Phone/Fax

/

### CPE

N/A

### Account Types

National/Political

### Billing Type

Standard

### Comments

NC CITIZENS PROGRESS \*\*\*\*\* THIS IS A CASH IN ADVANCE SCHEDULE \*\*\*\*\* NC CITIZENS FOR PROGRESS

Date Entered 09/12/12  
Last Modified 10/05/12  
Entered By Jill Hipkind  
CO-OP No  
Headline # 06313244  
Demo  
Order Type Normal  
Package Deal  
Commission % 15.00  
Commission \$8,925.00  
Net Total \$50,575.00  
Sales Tax

## Charlotte (WSOC)

By Broadcast Month  
Oct. 2012  
Grand Total:  
Spots 38  
Rate \$59,500.00  
\$59,500.00

Line	Line Type / Break Type (Ref #)	Dates	Sec	Length	Run Times	SPW	Mo	Tu	We	Th	Fr	Sa	Su	Spots	Rate	Total	Station	Comments	Entered
8.0	Revised Line / Spot	10/29/12-10/29/12	2	:30	12P-1P (EST)	1								1			Charlotte (WSOC)	1X MAX/DAY	9/12/12
8.1	Normal Line / Spot	10/15/12-10/15/12	2	:30	12P-1P (EST)	1	1							1	\$800.00	\$800.00	Charlotte (WSOC)	1X MAX/DAY	10/5/12
9.0	Revised Line / Spot	10/23/12-10/26/12	4	:30	4P-5P (EST)			2	2	2	2						Charlotte (WSOC)	2X MAX/DAY	9/12/12
9.1	Normal Line / Spot	10/09/12-10/12/12	4	:30	4P-5P (EST)			2	2	2	2			8	\$850.00	\$6,800.00	Charlotte (WSOC)	2X MAX/DAY	10/5/12
10.0	Revised Line / Spot	10/29/12-10/29/12	4	:30	4P-5P (EST)			2									Charlotte (WSOC)	2X MAX/DAY	9/12/12
10.1	Normal Line / Spot	10/15/12-10/15/12	4	:30	4P-5P (EST)			2						2	\$850.00	\$1,700.00	Charlotte (WSOC)	2X MAX/DAY	10/5/12
11.0	Revised Line / Spot	10/23/12-10/26/12	2	:30	5:30P-6P (EST)			1	1	1	1						Charlotte (WSOC)	1X MAX/DAY	9/12/12
11.1	Normal Line / Spot	10/09/12-10/12/12	2	:30	5:30P-6P (EST)			1	1	1	1			4	\$2,600.00	\$10,400.00	Charlotte (WSOC)	1X MAX/DAY	10/5/12
12.0	Revised Line / Spot	10/29/12-10/29/12	2	:30	5:30P-6P (EST)			1									Charlotte (WSOC)	1X MAX/DAY	9/12/12
12.1	Normal Line / Spot	10/15/12-10/15/12	2	:30	5:30P-6P (EST)			1						1	\$2,600.00	\$2,600.00	Charlotte (WSOC)	1X MAX/DAY	10/5/12
13.0	Revised Line / Spot	10/24/12-10/25/12	2	:30	6P-6:30P (EST)				1	1							Charlotte (WSOC)	1X MAX/DAY	9/12/12
13.1	Normal Line / Spot	10/10/12-10/11/12	2	:30	6P-6:30P (EST)				1	1				2	\$3,000.00	\$6,000.00	Charlotte (WSOC)	1X MAX/DAY	10/5/12
14.0	Revised Line / Spot	10/24/12-10/24/12	2	:30	11P-11:35P (EST)												Charlotte (WSOC)	1X MAX/DAY	9/12/12
14.1	Normal Line / Spot	10/10/12-10/10/12	2	:30	11P-11:35P (EST)									1	\$4,000.00	\$4,000.00	Charlotte (WSOC)	1X MAX/DAY	10/5/12

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Agency: Shorr & Associates (2909)  
Product: Political - Issue (1068)  
Brand: NC CITIZENS PROGRESS (136194)  
Salesperson: Telerep/Philadelphia, Philadelphia (1057)  
Sales Office: Telerep/Philadelphia  
Buyer Name: D'ETTORRE, MICHAEL  
Phone/Fax: /  
CPE: N/A  
Account Types: National/Political  
Billing Type: Standard  
Comments: NC CITIZENS PROGRESS

Date Entered: 09/12/12  
Last Modified: 10/05/12  
Entered By: Jill Hipskind  
CO-OP: No  
Headline #: 06313244  
Demo:  
Order Type: Normal  
Package Deal:  
Commission %: 15.00  
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15.1	Normal Line / Spot	10/15/12-10/15/12	2	:30	11P- 11:35P (EST)	1	1							1	\$4,000.00	\$4,000.00	Charlotte (WSOC)	1X MAX/DAY	10/5/12
16.0	Revised Line / Spot	10/27/12-10/27/12	2	:30	7A- 9A (EST)							1		1	\$800.00	\$800.00	Charlotte (WSOC)	1X MAX/DAY	9/12/12
16.1	Normal Line / Spot	10/13/12-10/13/12	2	:30	7A- 9A (EST)							1		1	\$800.00	\$800.00	Charlotte (WSOC)	1X MAX/DAY	10/5/12
17.0	Revised Line / Spot	10/27/12-10/27/12	2	:30	9A- 9A (EST)							1		1	\$1,200.00	\$1,200.00	Charlotte (WSOC)	1X MAX/DAY	9/12/12
17.1	Normal Line / Spot	10/13/12-10/13/12	2	:30	8A- 9A (EST)							1		1	\$1,200.00	\$1,200.00	Charlotte (WSOC)	1X MAX/DAY	10/5/12

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